

RE: One for you to "mull around"

**Subject:** RE: One for you to "mull around"  
**From:** Miki Payne <Miki@hbdrollinger.com>  
**Date:** 05/26/2016 08:45 AM  
**To:** Donald Duckworth <duckworth.donald@gmail.com>

I don't know anything about door to door flyering...how do you find out statistics on the results I wonder. Most thing I do in my hometown I see on banners or specifically look up on the internet on a "City of Torrance" happenings type thing or Redondo Beach Pier. Do you get flyers at your home?

Miki Payne  
Operations Manager

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**From:** Donald Duckworth [mailto:duckworth.donald@gmail.com]  
**Sent:** Thursday, May 26, 2016 7:58 AM  
**To:** Miki Payne  
**Subject:** Re: One for you to "mull around"

I agree re CIM SWFM sponsorship. We may be a little early to expect their active participation. I have reached out, through Matt, re welcome to W/C and the BID and have not gotten a response. I'll place another call.

Also like the HTN ad use to STD July 17.

How do you feel about door-to-door flyering for the Grand Opening? I liked it and specifically included it in the budget but don't seem to have support from Les & Cynthia. I'm not sure why.

On May 25, 2016 12:15 PM, "Miki Payne" <[Miki@hbdrollinger.com](mailto:Miki@hbdrollinger.com)> wrote:  
Morning,

I was taking with our darling Stephanie of Hometown News about the Farmer's market and she said "you know who should be sponsoring that Farmer's Market is CIM (?) Group". She said that Playa Vista advertises that you can "walk to the Farmer's market on Saturday Morning" and she thought it would be a great marketing tool for them. Could you charm some cash out of those folks? I do think having some extra money for ads etc would be a great idea.

Steph also said that she thought it might be fun to use the BID ad or a separate ad for a save the date in the June edition of the Hometown News...so hopefully we can work on that Friday, although it

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sounds like Cynthia and Les have quite the list. It is fun to have them do the heavy lifting!

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